

LEO BURNETT COMPANY, Inc.

Ad No. 2299—Reg. No. 78034—Winfield Striped Shirt—1 Page—4 colors—Blend—6¼ x 9½ in.—Popular Mechanics, 1971 (A)
Printed in U.S.A.



Marlboro Red
or Longhorn 100's—
you get a lot to like.



**Come to
where the flavor is.**

Kings: 20 mg "tar," 1.1 mg. nicotine—100's: 22 mg "tar," 1.5 mg. nicotine av. per cigarette, FTC Report Nov. '70



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